

Activities in the Camps

Knit On, Daniels Tells Women,
But It's Not Really Necessary

(Staff Correspondence)

WASHINGTON, Nov. 14.—Sweaters are pleasing to soldiers and sailors. They give a little touch of luxury. But not a soldier or sailor would have frozen if not a single sweater had been knitted. All the hotel porch knitting

and the clicking of the big needles in tens of thousands of homes has not really prevented a soldier or sailor from suffering. It has merely added to the fighters' comfort.

Summed up, that is the way Secretary of War Baker and Secretary of

the Navy Daniels view the knitting situation, and they both disapprove the energy with which some women have urged that those who did not knit were slackers.

"I am not surprised, though," said Secretary Daniels, with a broad smile. "The vigor with which some women have urged other women to knit is like some of the orators in the Liberty Loan campaign. They would tell their audiences that if each individual did not buy a \$50 bond by 9 o'clock the next morning the credit of the government would fail."

"Won't a lot of these sweaters be

necessary to keep such men as those on the destroyers in the North Sea warm?" he was asked.

Men Provided For

"Necessary? No," he replied. "You have no idea how warmly those men are clad by the department. Why, if sweaters were necessary to keep those men warm I would not hesitate to go right to Congress for an appropriation to provide them. And there would be no trouble getting the money. I think I shall have to dress up one of the sailors in the department here in the North Sea costume of our men. The only thing that stops me is the fear he might be smothered."

"Do you think the huge amount of yarn and energy being converted into sweaters is useless?" he was asked. "Oh, no; not at all. If I were a college president I would say the effect was psychological. It is really very good for the women who do the knitting. They get a comfort out of doing something which is a service for the boys who will do the fighting. And I am sure, like the sweaters, it provides them an additional change. The sweater is a comfortable garment. It is true that some of them, according to accounts, have hastened to sell their sweaters, and others may have unraveled them to get the yarn for other purposes, but for the most part I think the men are pleased with them. Sometimes these garments are very comfortable when a man has got wet in the spray."

Short of Overcoats

According to Secretary of War Baker, the only lack of any form of warm clothing for the army has been overcoats, and no men have been called out for whom there were not overcoats. "The lack of overcoats," he said, "is partially responsible for the delay in calling out the last contingents of the first draft. That situation will be entirely taken care of in a few days. Every man who has been called into service has been given a full equipment of warm clothing. And I can say positively that not a man would suffer from cold, so far as lack of warm clothing is concerned, if no sweaters had been knitted."

"You regard the sweaters as a luxury, then?" he was asked. "Oh, no; the word 'luxury' does not exactly fit," he replied. "I am sure that most of the men like them. They are comfortable garments. But the army equipment does not include a sweater, and it is not considered necessary to protect the men from the cold."

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Health Zealously Guarded
In Army Training Camps

Great Strides Made in Medical Service and Sanitary Engineering Since War With Spain; Sick Rate Below Average; Patients Segregated in Hospitals

The Tribune has received a great many anxious and disquieting letters about army training camp conditions. A staff writer was sent to visit and examine all the principal cantonments. This is the fourth in a series of articles he is now writing from the camp point of view.

By Glendon Allvine

Article IV.—Sanitation and Hospitals

A COLONEL who had seen thirty years' service could not restrain his enthusiasm. "In all my life I have never seen a healthier camp than this," he said, referring to Camp Grant, near Rockford, Ill. "Why shouldn't the men be healthy? They are vaccinated for smallpox and inoculated against typhoid. Some of them bathe oftener now than ever before. They get pure water, wholesome food and plenty of fresh air. Why should they not be well?"

In 1898 more men died of fever than were killed in action. In that campaign more men suffered permanent impairment of health than were maimed by the enemy's bullets.

Since our war with Spain medical science has made rapid strides. Sanitary engineering has been developed since then. Man has almost vanquished his hereditary enemy, disease.

The task of our training camps is to turn out soldiers hardened to bear the hardships of the world's greatest war. Their health is zealously guarded.

A shower bath is the first step in the ritual which initiates a man into camp life. Members of the "great unwashed" here enter a new epoch in their lives. Clean underclothing is issued, and as much other clothing as is available.

"Shot in the Arm" For Every Man

Then comes what in camp parlance is known as "a shot in the arm." Every man is required to report to his regimental hospital to have a few million bacteria injected for immunity against typhoid. Smallpox vaccination is also a part of the ritual.

If physical examination finds a man sound, he joins his comrades in the company barracks. He sleeps in his own bed, with about two hundred other men in the same building, its windows wide open.

In a detached building near by are the lavatories, with hot and cold running water. The plumbing is of modern design.

If a man be diseased, strict regulations are prescribed to safeguard his associates. Certain latrines are set aside for his exclusive use. A course of treatment is begun to restore him to health.

An ample supply of pure water was

one of the essential factors considered in the selection of camp sites. In only one camp within the scope of this survey was the water supply inadequate. It will be discussed in a later article.

Underground sewers carry away waste. In some camps complete sewage disposal plants have been built.

Garbage is deposited in large covered galvanized cans, which are emptied daily.

Sick Rate Is Below Average

The result of all these sanitary measures is being shown in the lowered sick rate of the men in camp. The expected illness of an army not in active service is 3 per cent. In none of fourteen camps visited was the rate up to that average.

The highest rate reported was 2.8 per cent, in a Western camp; the lowest 9 per cent, in a Guard camp in the South.

Regimental infirmaries are equipped to care for a limited number of the sick men in camp. Their work is supplemented in every camp by either a new base hospital or the existing army post, as at Fort Sam Houston, Texas and at Fort Riley, Kansas.

The new base hospitals are usually equipped with 500 beds, though in some cases they have been built to accommodate twice that number. In several camps delay in the completion of the base hospitals necessitated caring for sick men temporarily in barracks. This was true at Camp Dodge, Des Moines, Iowa.

Other camps, including Camp Sherman, Chillicothe, Ohio, reported a shortage of both equipment and attendants for the base hospital. With some few exceptions, however, there have been sufficient accommodations to care for sick men properly. Where hospital facilities have been delayed work is being rushed.

Patients Are Segregated

Patients are usually segregated according to the nature of their affliction. Each of the wooden buildings which make up the base hospital is a ward for diseases of a class.

The work of the hospital staff is preventive as well as curative. Specialists of eye, ear, nose and throat nip embryo ailments in the bud.

A dental ward ministers to men with defective teeth. Here some men have their first encounter with a dentist. A good many men near the army are just discovering they have teeth. Nothing short of army service could coerce them to use so sissy an implement as a toothbrush. Now toothbrush drill is just as regular as broomstick drill.

French captain detailed to Camp Gordon, Atlanta, Ga., was being shown through the base hospital there.

"It is perfection," he said. "At home we cannot equal your facilities here."

At the bottom and fight his way up again.

About a month ago the army was looking for officers to superintend the loading and unloading of transports overseas. Schulzeis got a furlough, went to Washington and took the examinations.

On Friday last, after receiving a communication from the War Department, the sergeant requested another leave. When he returned next day he was a first lieutenant.

He expects to start for France in a few days. He has left for his friends here the nucleus of a company fund—the new first lieutenant's dedicated sergeant's pay.

To Import Porto Rican Labor

SAN JUAN, Porto Rico, Nov. 14.—Commissioner F. C. Roberts, representing the United States Department of Labor in Porto Rico, announced today that 500 selected Porto Rican laborers, both unskilled and representing several trades, will be sent to the United States on a transport next week.

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Thursday, November 15, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print these letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

I WOULD like to ask your opinion of the correspondence course of instruction in practical English and Mental Efficiency directed by Greenville Kleiser, which Funk & Wagnalls offer complete for \$24. G. S. B.

From the description of the course given in the advertising and from the opinions expressed by the well known authors who have investigated and indorsed it, this set of lessons is far above the average correspondence course. It appears to be a thoroughly practical way of improving one's English. "An ingenious system of instruction in the use of language," one of these authors called it.

Unfortunately, however, our opinion of the Funk & Wagnalls method of advertising the course is not nearly so high. Here are some of the claims made in the circular and form letters which they send out:

That it will make you a clearer, deeper and more agile thinker. That it will give range, precision, vigor and audacity to your English style.

That it will make your English absolutely grammatical. That it will develop your originality of thought and individuality of expression.

That it will give you the essentials of a literary education. That it will strengthen your ambition, will power and enthusiasm. That it will show you how to write tactful, result-compelling social and business letters.

That it will make you an interesting and correct conversationalist and correspondent. That it will inculcate a fondness for the best in literature. That it will fit you for real leadership in social and business life.

We wrote to the six prominent authors whose indorsement of the course is published in the advertising booklet. We asked for their opinion of the course itself and for a comment on the use of their names in connection with such claims as those appearing in the advertising. They replied that they had not seen the advertising and that their indorsement applied solely to the course, which they were unanimous in declaring an excellent one. One of them said:

"Whatever I said in favor of the work, I certainly never indorsed any such prodigious claims as you mention."

In the merchandising field it is now generally recognized that overstatement in advertising is both unethical and amateurish and that straightforward, provable statements secure for a product a larger and more lasting patronage. It is our opinion that the real excellence of the course would shine forth more convincingly if this cloud of exaggeration could be dispelled from the Funk & Wagnalls advertising. When described as an unusually well planned and efficient course in English it cannot fail to satisfy its students; but when advertised as a means of strengthening the will power or of fitting a student for real leadership in social and business life, it can only prove a source of disappointment.

A LADY bought a rose crepe de chine dress at a well known Fifth Avenue shop. When it became soiled she washed it, since she had often washed waists of that color and had no reason to believe that she would be unsuccessful. But the color came out in the washing, leaving the dress a dingy gray. She took it back to the shop, but could get no satisfaction, and then wrote The Tribune, reporting the incident and asking our opinion as to whether the complaint deserved consideration. We referred the matter to the shop, and they replied that they had no record of the transaction. The complainant then wrote us:

I know that this firm has no record of my complaint, because the assistant buyer of that department considered my grievance too slight to mention.

When we called the attention of the general manager of the store to the complaint he sent a check to the complainant for the entire price of the dress. This was a most generous adjustment, since it involved the behavior of war-time dyes, which no merchant can guarantee. The complainant accepted the check with real reluctance, and wrote us:

I feel like the little boy who wanted his cake and his candy, too—I have both the dress and the check. Although I have always gone to this store for my frocks—I have a very new feeling about them, and for want of a better word I call it a friendly feeling. That really does not express it, for one ought to use hyperbole when speaking of their overgenerous attitude. And to you, thanks for the part you have played. I have never before carried a complaint through to the end, and without you I am afraid I would never have done so; and consequently would never have realized how nice and friendly even big stores can be. Thank you so very much. E. H.

The assistant buyer to whom the complaint was first made thought it too unimportant to record. The general manager of the shop, on the contrary, thought it justified an entire refund. Does it pay, do you think, to get the man higher up when reporting a complaint? It certainly paid E. H. in this case, and she is now more than satisfied. And it will pay the shop in the end because of what E. H. calls her "friendly feeling" toward the management.

A merchant can secure for cash such tangible things as advertising space, efficient employees and high grade merchandise. He cannot buy outright that intangible thing known as good will, which is almost above price. He can, however, secure this good will by creating confidence in his merchandise; and to a man of vision this confidence is well worth the price of an adjustment, even when it is so generous as the one which we have described.

THE Baptist Teacher, published by the American Baptist Publication Society, recently printed an advertisement of Nuxated Iron from which this paragraph is quoted:

The manufacturers have such great confidence in Nuxated Iron that they offer to forfeit \$100 to any charitable institution if they cannot take any man or woman under sixty who lacks iron and increase their strength 100 per cent or over in four weeks' time, provided they have no serious organic trouble.

The charity appeal for the religious paper and the practical impossibility of collecting the reward promised make a combination that is typical of this kind of advertising.

Since it is particularly misleading to have such nostrums as Nuxated Iron indorsed by the religious press, we wrote to the Baptist Teacher and received this reply:

"Advertisements (of Nuxated Iron) now appearing expire with the November number and will not be renewed."

We have an honor roll of ex-Tanlackers. The Baptist Teacher heads the honor roll of those who have discontinued Nuxated Iron advertising. In this connection we quote a letter from one of our readers on the subject of Nuxated Iron:

"The Hon. William E. Mason made an intensely patriotic speech in the House yesterday. Don't you suppose Nuxated Iron contains some patriotism or Americanism among its ingredients?"

The Hon. William E. Mason is the writer of ardent testimonials on this preparation. It is to be hoped that no one will try to make, in his own interior, the test of Nuxated Iron as a stimulant to intensive patriotism, for if he does he may find to his cost that the nux vomica contained in it far from being an incentive to love of country, is more likely to prove an enemy within.

THE attached advertisement of the Anheuser Busch Brewing Company, which appeared in the Springfield (Mass.) Union, seems to me to challenge one's intelligence. Note the phrase that is underlined. It certainly seems that enough beer could be sold without having to revert to such ridiculous camouflage. P. H.

The advertisement is labelled: "Moderation Series No. 8." It is headed: "Moderate winds are necessary to Nature's scheme," and reads, in part:

It is well-known that total abstinence practised for generations, as in Turkey and India, dwarfs and narrows the mind, impoverishes the body and causes the eventual decay and subjugation of nations. Budweiser brings to mankind a kindly sense of good cheer, banishes old dull care, and its life-giving juices are beneficial to all.

Such superficial and absurd statements as these do cause a violent reaction when one runs across them under the heading of "Moderation." Beers are advertised as the drink of moderation on the basis, presumably, that they contain much less alcohol than whiskey, but it is forgotten that for this very reason they are consumed in much larger quantities. Even the most superficial readers of the Budweiser advertising may remember that Turkey and East India have suffered from other evils besides the absence of liquor from their diet—such minor considerations as the absence of any food at all, oppressive government and unfriendly climates. These should at least share with prohibition the responsibility for their national downfall and the impoverishment of body and mind.

According to Budweiser logic, this country, too, is on the downward path to national decline and subjection. The enemies of prohibition do themselves a very bad turn when they say: "It was largely because alcoholics are so seldom advertised with any approach to moderation or truthfulness that this whole class of publicity was excluded from The Tribune's columns. The idea obtrudes itself that the number of good things which can be said about beer must be very limited and soon exhausted to drive the advertising men to the production of such wild copy as this. It has the earmarks of desperation."

(The next Ad-Visor will appear Thursday, November 22)

We Are Celebrating
Our 30th Anniversary

Thirty years of real value-giving, dependability, service and successful merchandising, which reached a climax recently when we secured the exclusive representation in the Metropolitan District of the Famous Kuppenheimer Clothes, the best ready-to-wear clothing obtainable—and we celebrate by offering

Specials in All Departments
\$50 Montagnac Coats at \$37.50

The King Pin of all overcoat fabrics, lined throughout with satin and finely finished—a most unusual opportunity.

Famous Kuppenheimer Clothes

Overcoats and Suits priced from \$22.50 to \$65; which will prove a revelation to men who appreciate real substantial clothes value—and genuine quality.

When you buy them you buy service as well as style, value as well as variety, and, finally, the combined good will of both Brill Brothers and the House of Kuppenheimer.

Anniversary Clothes Specials
at \$15 & \$20

The stocks of Overcoats and Suits for Men and Young Men at these two low prices at each of the Brill stores contain almost every desirable model, fabric and pattern which is possible of production at \$15 or \$20, while the values, considering present conditions, are really remarkable.

Shirt & Neckwear Specials

\$3.00 Shirts Special at \$2.00
Genuine Russian Cord Madras in a splendid assortment of smart, neat designs—Shirts that will fit well, wash well and wear well.

\$1.50 Scarfs Special at \$1.00
Rich Satin Brocades and fine Printed Warps, in a wonderful variety of beautiful flowered effects, well made and generously shaped.

Brill Brothers

The Kuppenheimer House in New York and Brooklyn
44 East 14th Street Broadway, at 49th Street 1456 Broadway at 42d St.
47 Cortlandt Street 125th Street, at 3d Ave. 279 Broadway
2 Flatbush Avenue, at Fulton Street, Brooklyn.



The Tribune's London correspondent, Arthur S. Draper, in next Sunday's "Who's Who Against America" article tells how copy from Hearst's papers was used as anti-American propaganda by the German press.

A big story—one you'll find highly interesting.
Read it in the

November 18th

Sunday Tribune

B. Altman & Co.

Another Great Sale of
Women's Fashionable Suits

is now being held

It comprises

several hundred suits, fur-trimmed as well as plain-tailored, uniformly marked at the extraordinarily low price of

\$29.00

(Women's Ready-to-wear Suits Department, Third Floor)

Fifth Avenue - Madison Avenue, New York
Thirty-fourth Street Thirty-fifth Street